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A study on purchasing pattern and awareness of medicines from medical pharmacy in Chennai city

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Abstract---Drug industry is a quickest developing industry in India. It is esteemed at above US 40 billion dollars. India trades enormous measure of medications to contrast regions of the planet. These days individuals are aware of what they purchase. Regardless of whether specialists recommend a medication, purchasers resort to web to get more data on the medication before they devour it. Shoppers have various insights on different sorts of medications. Understanding the buyer demeanor towards medications will assist the advertisers with figuring promoting procedures better. To study the awareness and purchasing pattern of medicine purchase form the medical shop in the study area, To analyses the awareness of medicine purchase in the study area and To evaluate the purchasing pattern of medicine in the study area. This study is test the responses got from the study survey

(N=110). Using convenience sampling and primary data collected for various customers thoughts and collected data analyzed by using Percentage methods, Chi-Square test, Friedman's Non Parametric test, ANOVA and Independent Samples T Test. 56.36 % of the respondents mindful of right to data 55 .05 % of the respondents mindful or right pick 33.64 percent of the respondents mindful of right to be heard, 36.36 percent of the respondents mindful of right to reviewed. From the investigation it is reason that there is profoundly huge relationship between the Income of the clients and the degree of mindfulness in regards to buying of medication. In the coming decades, pharmacists are expected to become more integrating health care systems rather than simply dispensing medicine pharmacists will be paid for their patients care skills.

Keywords---pharmacists, awareness, medicine, India, purchase, income.

Introduction

Prescriptions have forever been a vital piece of individuals' lives to shield and fix individuals from various sicknesses and wounds ⁴. If not medications, the majority of the sicknesses in this world would in any case have been hopeless², Since ages individuals have been involving prescriptions in various structures, to keep them sound, and protected from hurtful infections. In any case, nowadays, utilization of these medications has absolutely changed into abuse ⁷. People will more often than not buy medication without talking with the specialist, which could leave their body with various incidental effects from the drugs. This pitiful truth turned into the inspiration of this audit paper, as mindfulness in regards to this subject should be spread to shield individuals from self-hurting.

Other than this, the focal point of this paper is to discover the purchaser conduct while purchasing the drugs, regardless of whether they are over-the-counter, ayurvedic or natural, and the different variables, which prompted the relating purchasing different prescriptions. The other focal point of this paper is to see if individuals know enough with regards to the sort of prescriptions they are burning-through well prior to getting them, the justification for why they are deciding to take the separate medication (for avoidance from various illnesses, or to fix a specific sicknesses), and regardless of whether they are counseling a specialist prior to purchasing the drugs from the drugs¹². These are a portion of the fundamental foci of the audit paper and these are likewise a portion of the dubious inquiries that this paper will reply.

In addition, this survey is in without a doubt, spreading mindfulness among the drug specialists who are offering their drugs to their clients. They are the ones liable for the majority of the over-the-counter medication purchasing, and they are the ones who should offer their clients the right guidance regarding which kind of medication to purchase for which sort of ailment, to guarantee the wellbeing and security of the clients. In view of the unfortunate quirk of individuals nowadays, i.e., purchasing the medication without talking with the

specialist previously, a great deal of exploration papers in regards to the utilization of over-the-counter medications have been investigated in this paper, so that actions could be taken by how much use, and mindfulness could be spread.

Review of literature

Neelkanth M Pujari&Anupam K Sachan (2016) the examination reveals that the way that populace needs medication as per their own option and esteeming. The specialist's or then again drug expert's thought isn't of as much anxiety over cash. Though Home fixes and people's self-data for remedies is shockingly extraordinary. Uncovers the way that people needs remedy as indicated by their own choice and esteeming. The specialist's or then again drug expert's thought isn't of as much anxiety over cash. Though Home fixes and people's self-data for medications was startlingly incredible.

A review was attempted by Pujari et al., (2016) review were done to discover what is the wellspring of information persons pick about the drug item. What are impacts buying manner for the choice of medications? The review was done among 100 members and the outcomes were extremely fascinating. Just 60 per cent populace were purchasing medication doctor's decision, though different elements like the magazine, web writing, family, and well-disposed counsel were likewise matters while buying a medication. The creator observes that individuals need their medicine on their own decision and cost, while drug specialist's and doctor idea isn't an impacting factor over cash.

A review was embraced by Anwar et al., (2020) on Issues Leading to Preference for purchasing Online Medicines and their Belongings on Actual purchasing Behaviors: crafted by this paper zeroing in on different variables for which e-drug store is acknowledged by the commoners. A portion of the key variables are cost-viability, comfort, accessibility of more uncommon prescriptions, and obscurity. The creator has additionally discovered different variables for which the e-drug store of India was developing so quick like Digital India drive, an e-medical services drive by the Govt. of India, Foreign direct venture, and so on.

Pujari, Sachanet. al., (2016), the outcomes show that larger part burn-through medication as recommended by their primary care physicians. The buying conduct is impacted for 38% on account of specialists, 14% in view of drug specialists and different reasons incorporate simple of access, comfort, brand name, cost and so on Records of individuals that even after are being prompted by specialists, go for their own decision of medicine and home cures, which results to the way that cash plays a greater variable as far as purchasing drug when contrasted with the specialist's idea.

R K Srivastava, S Wagh, (2017), Title, "Elements affecting buyer buy conduct for drug items." According to them, these elements should be distinguished for executing better advertising methodologies, and for situating a specific item as needs be. The examination is exploratory and depends on essential information. The information is gathered utilizing polls which were replied by 300 shoppers (100 each from Mumbai, Nashik and Pimpalgaon). There were 5 main

considerations that were came out to be apparent which are forces to be reckoned with, unwavering quality, mindfulness, corporate picture, and advancement that affected the buy choices of the shoppers. Different elements were makers' picture, therapeutic variables and style impacting to a great extent the buy choices of these buyers. Nonetheless, these elements impacted diversely in these 3 urban areas. The philosophy joined in this paper was hypothesis of arranged conduct.

Objectives

- To analyses the awareness and purchasing pattern of medicine purchase form the medical shop in the study area.
- To analyses the awareness of medicine purchase in the study area.
- To evaluate the purchasing pattern of medicine in the study area.

Hypothesis

- Association between the age of the customers and the level of awareness regarding purchasing of medicine
- Association between the income of the customer and the level of awareness regarding purchasing of medicine

Research Methodology

Sample Size & Area

110 & Chennai City

Sampling Technique

Convenience Sample Technique

Tools

Structured Questionnaire, Rating Scale

Collection of Data

Both Primary and Secondary Data

Sampling Design

Non probability sampling methods

Statistical tools used

Percentage methods, Chi-Square test, Friedman's Non Parametric test, ANOVA, Independent Samples T Test.

Limitations

- The researcher is an independent person and therefore the time available were limited within available resources was conducted.
- The study was not applicable to all cities.

Data Analysis and Interpretation

Table 1
Gender

| S.No | Gender | Frequency | Proportion |
|-------|--------|-----------|------------|
| 1 | Male | 70 | 63.6 |
| 2 | Female | 40 | 36.4 |
| Total | | 110 | 100 |

Source: Primary Data

It is perceived from the table 1 that 63.6% are male respondents and 36.4 percent of them are female respondents. Since the month to month pay of the respondents is one of the significant elements deciding the way of life of the respondents it is incorporated as one of the profile variable. The dispersal of the respondents based on their month to month pay in table 2.

Table 2
Monthly Income of the Respondents

| S.No | Monthly Income | Frequency | Percentage |
|-------|-----------------------|-----------|------------|
| 1 | Up to Rs10,000 | 17 | 15.5 |
| 2 | Rs 10,001 – Rs 15,000 | 47 | 42.7 |
| 3 | Rs 15,001 – Rs20,000 | 30 | 27.3 |
| 4 | Above Rs20,000 | 16 | 14.5 |
| Total | | 110 | 100 |

Source: Primary Data

It is obvious from table 2 that 15.5 % of them are having a month to month pay of up to Rs 10,000, 42.7% of them have a month to month pay Rs.10,001 – Rs 15,000, 27.3 % of them have a month to month pay Rs 15,001 – Rs 20,000, and 14.5 % of them having a month to month payments are have above Rs 20,000.

Table 3
Age of the respondents

| S.No | Age | Frequency | Percentage |
|-------|----------------|-----------|------------|
| 1 | Up to 20 Years | 8 | 7.3 |
| 2 | 21-30 Years | 53 | 48.2 |
| 3 | 31-40 Years | 23 | 20.9 |
| 4 | 41- 50 Years | 15 | 13.6 |
| 5 | Above 50 Years | 11 | 10.0 |
| Total | | 110 | 100 |

Source: Primary Data

It is obvious from table 3 that 7.3 % of the respondents have a position with the age gather of as long as 20 years. 48.2 percent of them have a place with the respondent's age gathering of 21 to 30 years, 20.9 percent of the age gathering of 31 to 40 years 13.6 of them have a place with the age gathering of 41 to 50 years, and 10.0 percent of them have a position with the age gathering of over 50 years.

The opinion of the respondents regarding the basis of selection of medical shop for purchasing the medicine is presented in the table 3. The selection of medical shop considered for the purchase of medicine in this analysis are Doctors prescription, Very Near shop, Reputed shop, Experienced Pharmacist Good Services, Availability of Medicines, Reasonable Price, High class Medicine, Well advanced Expiry data and special care taken for all kind patients.

Table 3
Selection of Medical Shop

| S.No | Selection of Medical Shop | Frequency | Percentage |
|-------|---------------------------|-----------|------------|
| 1 | Doctors Prescription | 50 | 50.00 |
| 2 | Very Near Shop | 14 | 12.7 |
| 3 | Famous Shop | 6 | 5.5 |
| 4 | Reputed Shop | 6 | 5.5 |
| 5 | Experienced Pharmacist | 5 | 4.5 |
| 6 | Availability of Medicines | 19 | 17.3 |
| 7 | Well Advanced Expiry Data | 5 | 4.5 |
| Total | | 110 | 100 |

Source: Primary Data

Table 3 shows that 50 per cent of the customers select the medical shop on the basis of Doctors prescription, 12.7 per cent of the respondents select the medical shop on the basis of very near shop. 5.5 per cent of the respondents select the medical shop because of famous and reputed shop, 4.5 per cent of the respondents select the medical shop on the basis of experienced pharmacist, 17.3 per cent of the respondents select the medical shop on the basis of availability of medicines and 4.5 per cent of the respondents select the medical shop on the basis of well advanced expiry date.

Table 4
Purchasing Pattern while Buying the Medicine

| S.No | Factors | Frequently | | Some Time | | Rarely | | Mean Rank |
|------|--|------------|-------|-----------|-------|--------|-------|-----------|
| | | F | % | F | % | F | % | |
| 1 | Buying Medicine from registered medical practitioner | 50 | 45.45 | 49 | 44.55 | 11 | 10.00 | 4.85 |
| 2 | Buying medicine as per the prescription of Doctors | 69 | 62.73 | 33 | 30.00 | 8 | 7.28 | 4.17 |
| 3 | Check the name, | 59 | 53.64 | 33 | 30.00 | 18 | 16.36 | 4.76 |

| | Manufacturing date and expiry date of the medicine | | | | | | | |
|------------------|---|-----------|-------|----|-------|----|-------|------|
| 4 | Check the availability of maximum retail price on the strips or container | 38 | 34.55 | 58 | 52.73 | 14 | 12.72 | 5.39 |
| 5 | Do not purchase the medicine in the non strips or non container form | 26 | 23.64 | 57 | 57.81 | 28 | 24.55 | 6.12 |
| 6 | Check the dosage and perseverance details of medicine | 32 | 29.09 | 54 | 49.09 | 24 | 21.82 | 5.87 |
| 7 | Insist bill for purchase of medicine | 31 | 28.18 | 59 | 53.63 | 20 | 18.18 | 5.73 |
| 8 | Advice from medical shop keeper | 47 | 42.73 | 47 | 42.73 | 16 | 14.55 | 5.11 |
| Chi Square Value | | 257.503** | | | | | | |

Source: Primary Data

It is obvious from Table 4 shows that 45.45% of the respondents are much of the time, 44. % respondents are some time and 10.00 % of the respondents are seldom purchasing medication from an enlisted clinical expert. Correspondingly 62.73 % of the respondents are habitual, 30.00 % of the respondents are some time and 7.28 % of the respondents are seldom purchasing medication are per the medicine of specialist. 53.64% of the respondents if they are seldom checking the name fabricating date and expiry date of the medication.

Checking the accessibility of most extreme retail cost on the strips or holder 34.55 percent of the respondents are habitually 52.73 percent of the respondents are some time and 12.73 percent of the respondents are seldom check the accessibility of greatest retail cost of the strips or compartment. 23.64 percent of the respondents are every now and again, 51.82 percent of the respondents are some time and 24.55 percent of the respondents are seldom buy the medication in the non-strips or non compartment structure. To recognize the element which is seriously impacting the respondents towards mentality the Friedman's test investigation was utilized and the outcomes were additionally given in over the table. Since a chi-square of 257.503 with the level of opportunity is probably not going to have emerged by some coincidence, in this manner we inferred that the 110 respondents don't have an equivalent inclination for all variables.

Purchasing pattern of the respondents after buying the medicine

The importance factors considered regarding the purchasing pattern after buying medicine are using medicine as per instruction given by doctor, Keeping bills safety and keep the medicine as per in instruction given by the pharmacist.

Table 5
Purchasing pattern of the respondents after buying the medicine

| S.No | Factors | Frequently | Some Time | Rarely | Mean |
|------|---------|------------|-----------|--------|------|
|------|---------|------------|-----------|--------|------|

| | | F | % | F | % | F | % | Rank |
|------------------|--|-------|-------|----|-------|----|-------|------|
| 1 | Using medicine as per instruction given by doctor | 91 | 82.73 | 16 | 14.55 | 3 | 2.73 | 1.57 |
| 2 | Keeping bills safety | 30 | 27.27 | 50 | 45.45 | 30 | 27.27 | 2.46 |
| 3 | Keep the medicine as per instruction given by the pharmacist | 60 | 54.55 | 37 | 33.64 | 13 | 11.82 | 1.97 |
| Chi Square Value | | 66.78 | | | | | | |

It is obvious from Table 5 shows that 82.73 percent of the respondents are much of the time, 14.55% of the respondents are some time and 2.73 % of the respondents are seldom involving medication according to the guidance given by specialists. Comparatively 27.27 percent of the respondents habitually, 45.45 percent of the respondents are some time and 27.27 percent of the respondents are seldom keeping charge wellbeing. 54.55 percent of the respondents are every now and again check, 33.64 percent of the respondents are a few times and 11.82 percent of the respondents are seldom keep the medication according to the guidance given by the drug specialist. To distinguish the variable which is seriously affecting the respondents towards mentality the Friedman's test investigation was utilized the outcomes were additionally known in the table on the grounds that a chi-square worth of 66.78 with 2 levels of opportunity is probably not going to have emerged by some coincidence, thusly we reasoned that the 110 respondents don't have an equivalent inclination for all elements.

Table 6
Age and Level of Awareness Regarding Purchasing of Medicine

| S.No | Age | Level of Awareness | | | | | | Total | |
|-------|----------------|--------------------|-------|--------|-------|------|-------|-------|-------|
| | | Low | | Medium | | High | | F | % |
| | | F | % | F | % | F | % | | |
| 1 | Up to 20 Years | 0 | | 8 | 7.27 | 0 | | 8 | 7.27 |
| 2 | 21-30 Years | 2 | 1.82 | 30 | 27.27 | 21 | 19.09 | 53 | 48.18 |
| 3 | 31-40 Years | 1 | 0.91 | 15 | 13.64 | 7 | 6.36 | 23 | 20.91 |
| 4 | 41- 50 Years | 4 | 3.64 | 8 | 7.27 | 3 | 2.73 | 15 | 13.64 |
| 5 | Above 50 Years | 9 | 8.18 | 2 | 1.82 | 0 | | 11 | 10 |
| Total | | 16 | 14.55 | 63 | 57.77 | 31 | 28.18 | 110 | 110 |

Source: Primacy Data

Hypothesis Test: 1

In arrange to fine the association among the age of the customers and the stage of awareness regarding purchasing of medicine a chi square test was used and effect of the test is exposed in the table below.

Table 7
Calculated Value

| S.No | Factors | Calculated chi square value | Df | 'p' Value | Remarks |
|------|---------|-----------------------------|----|-----------|---------|
| 1 | Age | 56.773 | 8 | 0.00** | Highly |

| | | | | | |
|--|--|--|--|--|-------------|
| | | | | | Significant |
|--|--|--|--|--|-------------|

It is noted from the over table shows that the 'p' value is less than 0.01 and therefore the consequence is exceedingly significant. Hence the hypothesis age of the customers and the level of awareness reading purchasing of medicine are not connected does not hold well. From investigation it is finished that the is exceedingly significance associate among the age the level of awareness regarding purchasing of medicine.

Table 8
Income and Level of Awareness Regarding Purchasing of Medicine

| S.No | Age | Level of Awareness | | | | | | Total | |
|-------|-----------------------|--------------------|-------|--------|-------|------|-------|-------|-------|
| | | Low | | Medium | | High | | F | % |
| | | F | % | F | % | F | % | | |
| 1 | Up to Rs 10,000 | 0 | | 10 | 9.09 | 7 | 6.36 | 17 | 15.45 |
| 2 | Rs 10,001 – Rs 15,000 | 13 | 11.82 | 24 | 21.52 | 10 | 9.09 | 47 | 42.73 |
| 3 | Rs 15,001 – Rs 20,000 | 3 | 2.73 | 15 | 13.64 | 12 | 10.91 | 30 | 27.27 |
| 4 | Above Rs 20,000 | 0 | 0 | 14 | 12.73 | 2 | 3.82 | 16 | 14.55 |
| Total | | 16 | 14.55 | 63 | 57.27 | 31 | 28.18 | 110 | 100 |

Source: Primacy Data

Hypothesis Test: 2

In order to find the association between the income of the customer and the stage of awareness regarding purchasing of medicine a chi square test was used and result is shown in the table below.

Table 8
Calculated Value

| S.No | Factors | Calculated chi square value | Df | 'p' Value | Remarks |
|------|---------|-----------------------------|----|-----------|--------------------|
| 1 | Income | 18.633 | 6 | 0.005 | Highly Significant |

It is noted from the over table that the 'p' esteem is under 0.01 and consequently the outcome is exceptionally critical. Thus the theory pay of the clients and the degree of mindfulness in regards to buying of medication are not related doesn't hold well. From the examination, it is reasoned that there is an exceptionally Significance relationship between the pay of the clients and the degree of mindfulness in regards to buying medication.

Findings

- Greater part 53.64 percent of the respondents are every now and again checking the name, fabricating data, and expiry date of the medication.
- Greater part 45.45 percent of the respondents are regularly purchasing medication from enlisted clinical experts.

- Greater part 53.64 percent of the respondents are once in a while demand bill for the acquisition of medication.
- Greater part 45.5 percent of the respondents adjusted that the clinical shop is enlisted
- 51.82 percent of the respondents are here and there checking measurements and diligence subtleties of medication.
- 56.36 percent of the respondents mindful of right to data 55 .05 percent of the respondents mindful or right pick 33.64 percent of the respondents mindful of right to be heard, 36.36 percent of the respondents mindful of right to review.
- From the investigation it is inferred that there is a huge relationship between the sexual orientation of the clients and the degree of mindfulness with respect to buying medication
- From the examination it is the reason that there is an exceptionally critical relationship between the age of the clients and the degree of mindfulness with respect to buying medication
- From the examination it is the reason that there is an exceptionally critical relationship between the instruction of the clients and the degree of mindfulness with respect to buying medication
- From the examination it is a reason that there is an exceptionally huge relationship between the Income of the clients and the degree of mindfulness in regards to buying medication

Conclusion

Evaluation of medicine consumption and factors influencing its level is an importance element in estimation of health care system functionality. The study shows that medicine was taken by people in the oldest age group with higher educational in women. Income had no effect on medicine consumption level majority of the respondents 82.73 per cent agreed that they had medicine as per instruction given by the doctors. In the coming decades, pharmacists are expected to become more integrating health care systems rather than simply dispensing medicine pharmacists will be paid for their patients care skills.

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